

Comparisons of Job Characteristics

Focus Occupation: **Retail Salespersons (41-2031)**

Associated Occupation: **Advertising Sales Agents (41-3011)**

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

| | |
|----|--|
| << | Focus occupation element is much lower |
| < | Focus occupation element is lower |
| 0 | Focus occupation element is at a similar level |
| > | Focus occupation element is at a higher level |
| >> | Focus occupation element is at a much higher level |

Knowledge

Similarity of Focus Occupation to Associated Occupation: 92

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Advertising Sales Agents (41-3011)

| Associated Occupation's Key Knowledge Elements | Average Rating, All Occupations | Associated Occupation's Rating | Focus Occupation's Rating | | Evaluation of Focus Occupation |
|--|---------------------------------|--------------------------------|---------------------------|----|---|
| Sales and Marketing | 5.2 | 21.6 | 13.4 | << | Extensive education and/or training may be required |
| Customer and Personal Service | 11.3 | 17.5 | 16.6 | 0 | Current knowledge level may be sufficient |
| Clerical | 7.3 | 12.2 | 6.4 | << | Extensive education and/or training may be required |
| Communications and Media | 5.3 | 11.0 | 6.8 | << | Extensive education and/or training may be required |
| Telecommunications | 3.9 | 6.7 | 4.5 | << | Extensive education and/or training may be required |

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 96

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Advertising Sales Agents (41-3011)

| Associated Occupation's Key Skills Elements | Average Rating, All Occupations | Associated Occupation's Rating | Focus Occupation's Rating | | Evaluation of Focus Occupation |
|---|---------------------------------|--------------------------------|---------------------------|----|--|
| Persuasion | 7.4 | 14.1 | 12.2 | < | A higher skill level may be required |
| Social Perceptiveness | 9.1 | 12.7 | 9.8 | << | Extensive development of skills in this area may be required |
| Service Orientation | 7.9 | 12.0 | 11.8 | 0 | Current skill level may be sufficient |
| Negotiation | 6.8 | 11.6 | 10.8 | 0 | Current skill level may be sufficient |

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

| Abilities | | Similarity of Focus Occupation to Associated Occupation: 94 | | | |
|--|---------------------------------|---|---------------------------|--------------------------------|--|
| Focus Occupation: Retail Salespersons (41-2031) Associated Occupation: Advertising Sales Agents (41-3011) | | | | | |
| Associated Occupation's Key Abilities Elements | Average Rating, All Occupations | Associated Occupation's Rating | Focus Occupation's Rating | Evaluation of Focus Occupation | |
| Oral Expression | 12.4 | 14.5 | 13.4 | 0 | Current ability level may be sufficient |
| Speech Clarity | 10.2 | 13.9 | 12.1 | < | Some improvement in abilities may be required |
| Speech Recognition | 9.9 | 13.3 | 11.5 | < | Some improvement in abilities may be required |
| Fluency of Ideas | 7.6 | 10.7 | 7.3 | << | Extensive improvement in abilities may be required |
| Originality | 7.6 | 9.2 | 7.6 | < | Some improvement in abilities may be required |
| Mathematical Reasoning | 6.3 | 8.1 | 6.1 | << | Extensive improvement in abilities may be required |

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

| Activities that Both Occupations Have in Common | | Similarity of Focus Occupation to Associated Occupation: 71 |
|--|-------------------------|---|
| Focus Occupation: Retail Salespersons (41-2031) Associated Occupation: Advertising Sales Agents (41-3011) | | |
| Work Activities | Exclusivity of Activity | |
| Advise clients or customers | 19 | |
| Calculate rates for organization's products or services | 77 | |
| Demonstrate goods or services | 76 | |
| Obtain information from individuals | 24 | |
| Provide customer service | 14 | |
| Use computers to enter, access or retrieve data | 3 | |
| Use knowledge of sales contracts | 80 | |

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

| Tools and Technologies that Both Occupations Have in Common | Similarity of Focus Occupation to Associated Occupation: 77 |
|---|---|
|---|---|

Focus Occupation: Retail Salespersons (41-2031)
Associated Occupation: Advertising Sales Agents (41-3011)

| Tools and Technologies | Exclusivity |
|--|-------------|
| Business function specific software | 1 |
| Computers | 1 |
| Content authoring and editing software | 1 |
| Data management and query software | 1 |
| Network applications software | 1 |

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.